

Ashley Raiteri



Innovative Technical Professional Exec
Greater Seattle Area (Currently doing time in Copenhagen, Denmark)
[Contact Ashley Raiteri](#)

Current Manager of Business Integration at [Hello Group](#)

Past

Account Director at [Saxo Bank A/S](#)
CEO / Principal Analyst at [Ignite Analytics Corporation](#)
Lean Process Analyst at [Boeing Commercial Airplanes](#)
Principal Analyst at [General Dynamics Land Systems](#)
Software Architect at [Boeing](#)
System Architect / Software Lead at [Northrop Grumman](#)
System Engineer / Software Architect at [Raytheon Missile Systems](#)
Software Developer at [Allied Signal](#)

Education

Georgia Institute of Technology

Recommended



18 Linked In connections have [recommended](#) Ashley

Ashley Raiteri's Summary

Read about the tech consulting company I founded below (Ignite Analytics)

I am currently exercising the other side of my brain as much as possible. I am *deeply* involved in the creative and business elements of Hello Group. I act as a Deputy to a seasoned technical director and also advisor on most major pitch work.

My primary focus in this area has been: [Achievability, profitability and showcasability](#)

Answering the questions: [is this job doable?, profitable? good for us?](#)

I've been responsible for re-organizing our company workflows and integrating departments to a flow based solution where concept and creative works in tandem with execution to deliver snap/pow solutions that are predictably on-time and under budget.

I'm a radical thinker with experience enough to remain practical. I love the web, I understand customer value and I'm devoted to my peers and employees. When it comes to technology I can either jump in and debug code in languages I've never seen, Architect solutions for platforms I've only just discovered, or apply proven patterns that I know as well as I know my daughter's laugh.

Like Hannibal from the A-Team ***"I love it when a plan comes together."***

My favorite areas of focus are [Process](#), [Process](#), and [Process](#), mixed in with a dash of [Measure](#), [Measure](#), [Measure](#).

See Ignite below for more on Keywords.

SOA, UML, C++, Multi-Variant and A/B testing, Analytics, PHP, Java, Mysql, Perl, Javascript, CSS, XHTML, XML, Open Source, Adobe Flex/Flash, SEO, Mash-ups, Ajax, ASP.NET, Scalability Analysis, RUP, Model Driven Architecture, Lean, Value Chain Analysis, Agile, Scrum, Iterative development, Continuous Integration, Wikis, Enterprise File/Application Server Architecture, Efficiency Analysis. Product Development, User Needs Analysis, Informal IA (does not include wire-framing), Social Media Apps, User Driven Design, Test Planning, Automated Web Test Frameworks, Contingency planning, recovery modeling, Risk Analysis, Strategic Risk Mitigation.

Specialties:

Executive/Program Management, Process, Scalability, Collab Filtering, System Integration, Technical Project Management.

MVT, SEO, Analytics, PHP, Mysql, Perl, Javascript, CSS, XHTML, XML, Open Source, Adobe Flex/Flash, SEO, Mash-ups, Ajax, ASP.NET, Scalability. RUP, Model Driven Architecture, Lean, BPM, Agile, Scrum, Continuous Int, Metrics, Wiki, Enterprise Architecture, Efficiency. Biz/Product Dev, UX, IA, Social Web, Relevance, Interactive Apps.

Professional Experience

Manager of Business Integration [Hello Group](#)

(Privately Held; Marketing and Advertising industry)

September 2008 — Present (10 months)

Rocking and Rolling on both sides of the line. I've been responsible for whipping the tech production side into shape with re-architected, simple company workflows and process to support Agile, SCRUM and DRY (Don't Repeat Yourself) principles. Initial assignment was to integrate core company processes across the board: accounts, creative, IA, management and tech. Hello's Domain Space is online marketing and digital creative.

On the other side of the line, out of the gate I was handed several major rescue efforts to help qualified teams in need of a little light to find the way to the finish line. Most significantly I was given the Account Director job for the companies largest account (Financial Sector) due to the it's diverse complexity and size. A tremendously fun assignment handling a dozen high priority large scale challenges building slick web applications with a highly motivated and talented team of people.

Account Director [Saxo Bank A/S](#)

(Information Technology and Services industry)

October 2008 — May 2009 (8 months)

Assigned as account Director for Hello Group managing a team of 15 people and 4-8 large web/online marketing projects. Extremely challenging deadlines and obstacles overcome by working closely with the client and understanding their core needs and primary goals while maintaining clarity and focus for a talented team.

CEO / Principal Analyst [Ignite Analytics Corporation](#)

(Privately Held; Defense & Space industry) **October 2003 — January 2009 (5 years 4 months)**

** I am currently a passive partner in Ignite's ongoing operations. **

I founded and led Ignite Analytics as President/CEO and Principal analyst from early 2004 to the present during which time Ignite went from 2 employees to 14 all based on consulting and product development work. I secured multiple contracts centered around system engineering, strategic planning and software architecture services for US Army / \$2.6M in revenue at peak based upon End2End System behavior models, architecture and simulation. Ignite provides many clients with executive technical expertise and leadership in a broad variety of business domains. Some of my achievements at Ignite include:

- A rapid deployment of a cluster/scalability solution for a network communications company to help scale their product from a defense oriented product with 100s of users to fit more appropriately in the financial market sector where single systems are expected to handle 10s of thousands of users.
- Scalability and technical architecture (open-social) for a E Sports gaming company looking to merge 5 major community sites into 1 branded platform.
- Lean Process enablement for Fortune 500 company program needing to develop tighter collaboration and knowledge capture techniques to enable rapid adoption of Lean's kaisen principle.
- Developing a prototype proof of concept solution for an auto-configuring Cabin Management system. Completed in 12 weeks with no background in Passenger Cabin Electronics, Ignite generated a comprehensive industry study, identified candidate architectures, and built a working prototype that include a self configuring device network with dynamic protocol negotiations and even included an IP enabled Toaster Oven (two in fact) as well as an Ethernet enable coffee maker, Java on Java. [[Java, Business Development, Service Oriented Architectures, Device Profiles for Web Services, XML, SOAP, Linux OS on custom Embedded Arm HW Platforms](#)]

Ignite Areas of Expertise include Executive Management, Program Leadership, Scalability, IT Process, Collaborative Filtering and Integration activities. Hi tech domains: Real-Time transactions, Complex Systems Requirements Analysis, Architecture & Frameworks, SOA, UML processes and software implementation (C++, Java). Web Specific: Multi-Variant and A/B testing, Analytics, PHP, Mysql, Perl, Javascript, CSS, XHTML, XML, Open Source, Adobe Flex/Flash, SEO, Mash-ups, Ajax, ASP.NET, .NET Server Framework, Scalability Analysis. Process: RUP, Model Driven Architecture, Lean Process Management, Value Chain Analysis, Agile Process, Scrum, Iterative development, Continuous Integration, Milestone/Metrics management, Wikis, Enterprise File/Application Server Architecture, Efficiency Analysis. User Focus: Product Development, User Needs Analysis, Informal Information Architecture (does not include wire-framing), Community Building applications, product orientation towards relevant content and application interaction. Quality Assurance: Test Planning, Automated Web Test Frameworks, Contingency planning, recovery modeling, Risk Analysis, Strategic Risk Mitigation planning.

Lean Process Analyst [Boeing Commercial Airplanes](#)

(154,000 employees; BA; Aviation & Aerospace industry) **Oct 2007 — Dec 2007 (3 months)**

Worked as a contract consultant analyzing Lean Process for the 777 Assembly and Functional Test group. Developed strategic plans for lean process improvements using wiki technologies and process enablers for automated scheduling and test management to assist in reducing flow for final assembly to 3 days after implementation of the “moving line”.

Principal Analyst [General Dynamics Land Systems](#)

(81,000 employees; GD; Aviation & Aerospace industry)

2003 — 2007 (4 years)

General Dynamics was a client of Ignite’s on the Future Combat Systems program. As a principal analyst we provided strategic support for program management, technical guidance for engineering process and technical deliverables. In addition, Ignite’s team, led by A Raiteri developed a significant proportion of the System Model Use Cases for the General Dynamics Common Land Vehicle architectures.

Software Architect [Boeing](#)

(154,000 employees; BA; Aviation & Aerospace industry)

2000 — 2003 (3 years)

As a consultant, performed duties as Datalinks (Comm Systems) system analyst, worked as software architect for an Air Traffic Management program, Provided Architecture and Infrastructure experience to a small software group developing a cutting edge Service Oriented Architecture adaptable platform for Datalinks.

System Architect / Software Lead [Northrop Grumman](#)

(122,000 employees; NOC; Aviation & Aerospace industry)

2000

Led Project Team to first prototype on Ground Control Station for Fire Scout program. Recognized specifically by the US Navy’s program office in a letter to the Northrop Grumman company as being responsible for helping the company “turn a corner” in their progress. Managed team of 9 software developers and system analysts to build prototype Ground Control Station for Unmanned “Fire Scout” program. Implemented a early proto version of a wireless messaging architecture that is in use today know as RF-IP

System Engineer / Software Architect [Raytheon Missile Systems](#)

(80,000 employees; RTN; Aviation & Aerospace industry)

1994 — 1999 (5 years)

I worked on 3 different programs for Raytheon, Hired in to do missile system guidance algorithms, I started designing the software guidance system of the 1995 Block IV Tomahawk Cruise Missile. Later I built an RF targeting simulation for the AMRAAM air-to-air combat missile. My first entry level management position was as a consultant responsible for the software elements of the Flight Test team on the National Missile Defense program at Raytheon. environment Managed development teams for Kill Vehicle and Launch Vehicle simulator systems (Hardware in the Loop). Served as Integration specialist and assistant Flight Test Director for operations at Missile Integration facility. Participated as assistant Flight Test Director in the first successful launch of an exo-atmospheric interceptor in October of 1999.

Software Developer

Allied Signal Corp

(10,000 employees; Aviation & Aerospace industry)

1995 — 1996 (1 year)

Worked on small team of software developers for an engine control program for Fighter Jet Trainers. The job involved translating russian program source code, analyzing control logic and developing new software architecture for I/O and Control Theory.

Education Georgia Institute of Technology

1989 — 1994

Bachelor of the Science of Physics *(Worked as Physics Laboratory Teaching Assistant)*

Additional Information on the Web:

- [My Company](#)
 - [My Blog](#)
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 - [My Tumble log](#)
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My Interests:

Surfing, Home Remodelling/Reconstruction, Architecture, Semiotics, Coffee, My Kids

More Interests:

- web 2010 Applications
- Web Apps (or services) not web sites
- Running, Film, Food
- Art, Books, My Daughter's dreams
- Interior Design (as dictated by my Wife)
- Home Remodelling